

What Is Claimed Is:

1. A method for analyzing the e-commerce competition of an entity, comprising the steps of:

(1) collecting pages that are commonly transmitted over a computer network;

(2) collecting external data;

(3) classifying said pages using said external data and said pages according to a series of predetermined metrics;

(4) measuring the number of occurrences that each of said pages falls within each of said series of predetermined metrics;

(5) comparing said number of occurrences that each of said pages falls within each of said series of predetermined metrics to a predetermined n-list of values for each of said series of predetermined metrics; wherein said n-list represents a selective sampling in order to compare the entity,

(6) delivering a benchmark for the entity based on (5).

2. The method of claim 1, wherein said computer network is the global Internet.

3. The method of claim 1, wherein said computer network is an intranet.

4. The method of claim 1, wherein said computer network is an extranet.

5. The method of claim 2, further comprising the steps of:

(7) repeating steps (1) - (6) to obtain a list of benchmarks for other entities; and

(8) generating a report comparing said benchmarks.

1 6. A system for analyzing the e-commerce competition of an entity,
2 comprising:

3 a downloader for searching a computer network, wherein said computer
4 network contains pages of content;

5 a page processing module coupled to said downloader for receiving pages
6 downloaded from a search of said computer network, said page processing module
7 identifying a set of downloaded pages;

8 an archive coupled to said page processing module for storing the pages
9 from said set of downloaded pages; and

10 a database coupled to said page processing module for allowing said page
11 processing module to perform queries relating to said set of downloaded pages
12 from said each of said list of pages, stored on said archive, in order to produce a
13 report;

14 whereby said report is utilized to benchmark an entity's presence on said
15 computer network.

1 7. The system of claim 6, wherein said computer network is the global
2 Internet.

1 8. The system of claim 6, wherein said computer network is an intranet.

1 9. The system of claim 6, wherein said computer network is an extranet.

1 10. The system of claim 7, further comprising:
2 a plurality of Web clients that provide a graphical user interface for a user
3 to enter search criteria and communicate with said downloader, thereby controlling
4 said page processing module.

1 11. A computer program product comprising a computer usable medium
2 having computer readable program code means embodied in said medium for

3 causing an application program to execute on a computer that develops and
4 interprets e-commerce metrics of an entity, said computer readable program code
5 means comprising:

6 first computer readable program code means for causing the computer to
7 collect pages that are commonly transmitted over a computer network;

8 second computer readable program code means for causing the computer
9 to collect external data;

10 third computer readable program code means for causing the computer to
11 classify said pages using said external data and said pages according to a series of
12 predetermined metrics;

13 fourth computer readable program code means for causing the computer
14 to measure the number of occurrences that each of said pages falls within each of
15 said series of predetermined metrics;

16 fifth computer readable program code means for causing the computer to
17 compare said number of occurrences that each of said pages falls within each of
18 said series of predetermined metrics to a predetermined n-list of values for each
19 of said series of predetermined metrics; wherein said n-list represents a selective
20 sampling in order to compare the entity,

21 sixth computer readable program code means for causing the computer to
22 deliver a benchmark for the entity based on (5).

1 12. The computer program product of claim 11, wherein said computer
2 network is the global Internet.

1 13. The computer program product of claim 12, further comprising:

2 seventh computer readable program code means for causing the computer
3 to repeat (1) - (6) to obtain a list of benchmarks for other entities; and

4 eighth computer readable program code means for causing the computer
1 to generate a report comparing said benchmarks.